

CLAIMS

What is Claimed is:

- 1 1. A television system comprising:
2 a receiver for receiving broadcast television content;
3 means for inserting receiver identification data into data representing the
4 television content; and
5 means for generating a display of television images based upon the data
6 representing the television content and the receiver identification data.
- 1 2. The television system of Claim 1, wherein the receiver identification data
2 includes at least one of a receiver serial number, a name of an owner of the receiver, an
3 address of an owner of the receiver, a phone number of an owner of the receiver, a name
4 of a manufacturer of the receiver and a model name of the receiver.
- 1 3. The television system of Claim 1, wherein the receiver identification data
2 includes a date stamp representing the date on which the receiver identification data was
3 inserted into the data representing the television content.
- 1 4. The television system of Claim 1, wherein the receiver identification data
2 includes a time stamp representing the time at which the receiver identification data was
3 inserted into the data representing the television content.
- 1 5. The television system of Claim 1, further comprising a removable access
2 card that stores television channel access data and billing data, and wherein the receiver
3 identification data is obtained from the removable access card.
- 1 6. The television system of Claim 1, wherein the receiver identification data
2 is inserted into the data representing the television content by modifying saturation data
3 of the television content.

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1 7. The television system of Claim 1, wherein the television content includes
2 multiple frames and the receiver identification data is inserted multiple times into data
3 representing a frame of the television content.

1 8. The television system of Claim 1, wherein the means for generating a
2 display of television images generates a display of program guide images, and wherein
3 the means for inserting inserts receiver identification data into data representing the
4 program guide images prior to their display.

1 9. A method of modifying received television content comprising:
2 receiving broadcast television content with a receiver;
3 inserting receiver identification data into data representing the television content;
4 and
5 generating a display of television images based upon the data representing the
6 television content and the receiver identification data.

1 10. The method of Claim 9, wherein the receiver identification data includes at
2 least one of a receiver serial number, a name of an owner of the receiver, an address of an
3 owner of the receiver, a phone number of an owner of the receiver, a name of a
4 manufacturer of the receiver and a model name of the receiver.

1 11. The method of Claim 9, wherein the receiver identification data includes a
2 date stamp representing the date on which the receiver identification data was inserted
3 into the data representing the television content.

1 12. The method of Claim 9, wherein the receiver identification data includes a
2 time stamp representing the time at which the receiver identification data was inserted
3 into the data representing the television content.

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33. The method of Claim 27, wherein the receiver identification data is obtained from a removable access card that stores program channel access data and billing data.

34. The method of Claim 27, wherein the program content comprises television content, and the receiver identification data is inserted into the data representing the program content by modifying saturation data of the television content.

35. The method of Claim 27, wherein the program content comprises television content including multiple frames and the receiver identification data is inserted multiple times into data representing frame of television content.

36: The method of Claim 27, further comprising the step of generating a display of program guide images, and inserting receiver identification data into data representing the program guide images prior to their display.

37. A receiver for receiving transmitted program content, comprising:
a tuner, for receiving at least one of a plurality of program channels;
a memory, communicatively coupled to the tuner for storing at least a portion of data representing the program content;
a controller, communicatively coupled to the memory, the controller for modifying at least a portion of the data representing program content according to receiver identification data.

38. The receiver of Claim 37, wherein the program content comprises television content, the portion of data representing the program content comprises pixel data, and wherein:

the controller modifies at least a portion of the pixel data according to the receiver identification data.

1 39. The receiver of Claim 37, further comprising a second memory,
2 communicatively coupled to the controller, for storing the identification data.

1 40. The receiver of Claim 37, wherein the identification data is selected from
2 the group comprising:

3 a receiver serial number;
4 a name of an owner of the receiver;
5 an address of an owner of the receiver;
6 a phone number of an owner of the receiver;
7 a name of a manufacturer of the receiver; and
8 a model name of the receiver.

1 41. The receiver of Claim 37, wherein the receiver identification data includes
2 date data representing a date on which the data representing the program content was
3 modified to include the receiver identification data.

1 42. The receiver of Claim 37, wherein the receiver identification data includes
2 time data representing a time at which the data representing the program content was
3 modified to include the receiver information data.

1 43. The receiver of Claim 37, wherein the receiver identification data is
2 obtained from an access card communicatively coupleable with the receiver.

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- 1 44. An article of manufacture embodying logic for computing a plurality of
- 2 order-based analysis functions for records stored in a table in a computer system
- 3 comprising:
- 4 receiving broadcast data representing program content;
- 5 modifying the data representing the program content to include receiver
- 6 information data; and
- 7 providing the modified data representing the program content to a presentation
- 8 device.

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